Spring 2011 Client:

Boys Hope Girls Hope
of Greater New Orleans

Boys Hope Girls Hope helps academically capable and motivated children-in-need to meet their full potential and become men and women for others by providing value-centered, family-like homes, opportunities and education through college.

VALERIE J. ANDREWS, M.J.
310 Communications/Music Complex
504-865-3427 • vandrews@loyno.edu

OFFICE HOURS
MONDAY 1:30 – 4:30
TUESDAY 1:30 – 3:30 4:45 – 6:15
WEDNESDAY 1:30 – 3:30
THURSDAY 1:30 – 3:30

Other hours by appointment
CATALOG DESCRIPTION
This course examines case studies and typical public relations problems culminating in development of specialized communications materials to gain reaction and support from target groups.

COURSE DESCRIPTION
This course is the culmination of the public relations curriculum and brings together all of the elements learned in the prerequisite courses, including strategic planning, media relations, special events planning, PR writing, crisis management and much more. It is based on the RACE model: research, action, communication and evaluation.

This course will specifically cover research and development of a total PR and advertising campaign, client relations, time management, evaluation and professional presentation skills. As a result of this course, students will be able to create and execute a complete public relations campaign and provide a service for a community partner/client through teamwork and course requirements.

COURSE OBJECTIVES
The objectives of the course are to develop the skills to create and implement real-world strategic public relations campaigns, more specifically to develop skills:

- research and development of a strategic public relations campaign, including creation of appropriate informative and persuasive messages for intended audiences and media
- use of media-specific formats and requirements
- media relations
- client relations
- time management
- evaluation processes
- professional presentation skills

COURSE VALUES AND COMPETENCIES
At the conclusion of the semester, students will be able to create and execute an integrated strategic communication plan and provide a community service through teamwork and course requirements. Students will be able to meet these competencies:

- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- understand concepts and apply theories in the use and presentation of images and information
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- think critically, creatively and independently
- conduct research and evaluate information by methods appropriate to the communications professions in which they work

- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- apply basic numerical and statistical concepts
- apply tools and technologies appropriate for the communications professions in which they work

COURSE TEXT
Students will use the Public Relations Resources Packet, available on Blackboard, in class each day. There is no additional textbook; however, students will need an AP Stylebook every day. Additional materials are available on Blackboard, including exercises and examples that will be used in class.

COURSE STRUCTURE
This course is a self-directed, real-world class with a real client and definitive goals and objectives. Each student will be assigned to an agency (team), given an agency job with a title and responsibilities and will work to create a designated portion of their agency's campaign. Working with the other agency members, students will effectively create (and on occasion) execute a PR campaign. It is important that students understand and fulfill their individual and agency responsibilities.

SERVICE LEARNING COMPONENT
This is a service learning course with a real client, generally a 501(c)(3) nonprofit organization. Details on the organization and assignments for them will be made available in class and through Blackboard. Materials created during the semester will be given to the client for their use at the conclusion of the semester.

Students will be given access to contact information on the client and allowed to contact one of their key personnel during the semester for information needed for assignments. All contact with the client should be professional, ethical and related to the project.

COURSE ELIGIBILITY
This course is open to mass communication majors who have completed CMMN A250, A316 and A317 and have a minimum of C for CMMN A100 and A101. There are no exceptions.
You must read the complete CLASS POLICIES AND HOUSE RULES, (Blackboard/Syllabus).

AGENCY HIERARCHY: All agency members must contribute equally in order to successfully complete this campaign and this course. All internal issues, including personnel problems, should be dealt with within the agency first before bringing them to me.

ASSIGNMENT SUBMISSIONS: Assignments must be submitted in 9”x12” catalog envelopes with the appropriate form attached. Information on assignments is noted in the Calendar, Project Specifications and Grade Sheets. Late assignments receive a 50 percent point reduction off the top.

BLACKBOARD: Information on and for this course – including the complete CLASS POLICIES AND HOUSE RULES – is posted on Blackboard. If you don’t have access to this course on Blackboard, you must notify me immediately via e-mail.

CLASS FORMAT: This is a self-directed class. Working in conjunction with other agency members, you will create and execute the campaign.

CLASS OBLIGATIONS: Out-of-class work will require a minimum of 15 hours each week. It is your individual responsibility to get the work done, particularly agency work that requires meetings outside of class.

CLIENT CONTACT: All contact with the client will be made by the agency’s AE. No other agency member should directly contact the client.

COMPUTER LAB: Everyone must have a backup drive with current and constantly updated files. Everyone should have all agency files on their drive. Food and drink (including gum and water) are not allowed in the lab.

DEADLINES, ABSENCES: While you as an agency will set most of your deadlines, you must adhere to them. Class attendance is mandatory.

GRADING: Grading is covered in Grading Policies, Project Specifications and elsewhere on Blackboard.

MEDIA USE: Because this class is organized like an agency staff meeting, you will frequently need to send and/or receive e-mail and make phone calls during class. This is not an opportunity to catch up with friends, family members or peers. Media use will be monitored; you will not be allowed to use class time for personal communications.

OUTSIDE MEETINGS: Your agency will be required to meet outside of class at least one time per week for 2-3 hours. As an agency you will set up a day and time, and each member is required to attend these meetings. Attendance at these meetings is not optional.

PARTICIPATION: You must make this class your number one priority this semester. It is the most important course you will take in your college career.

PLAGIARISM: Specifically, cheating, plagiarism, and misrepresentation are prohibited. “Plagiarism may take the form of repeating another’s sentences as your own, adopting a particularly apt phrase as your own, paraphrasing someone else’s argument as your own, or even presenting someone else’s line of thinking in the development of a thesis as though it were your own.” (MLA Handbook, 1985)

TUTORIAL SERVICES: The Academic Resource Center provides course-related tutoring across the curriculum. (See http://bulletin.loyno.edu/undergraduate/1999/acadprogs.html)

STUDENTS WITH DISABILITIES: If you have a disability and wish to receive accommodations, contact Sarah Mead Smith, director of Disability Services, at 504-855-2990. If you wish to receive test accommodations (e.g., extended test time), you will need to give the course instructor an official Accommodation Form from Disability Services. The Office of Disability Services is located in Monroe Hall 405.

SAFETY AND EMERGENCY PREPAREDNESS: In the event that there is an interruption to our course due to the cancellation of classes by the university as a result of an emergency, we will continue our course on Blackboard within 48 hours after cancellation. All students are required to sign on to Blackboard and to keep up with course assignments within 48 hours of evacuation and routinely check for announcements and course materials associated with each class. Class handouts will be posted under “course materials.” Students should be familiar with their responsibilities during emergencies, including pre-evacuation and post-evacuation for hurricanes. This information is available on the Academic Affairs website: http://academicaffairs.loyno.edu/students-emergency-responsibilities. Additional emergency-planning information is also available - http://academicaffairs.loyno.edu/emergency-planning

NOTIFICATION OF CHANGES: Any changes to the structure of the course will be sent to class members in writing, generally through Blackboard announcements and e-mails.
This calendar is for your use in PLANNING deadlines and assignments. More specific dates will be set at the beginning of the semester. Most assignments will be made by your agency. Other deadlines will be set as needed. All class meetings are from 3:30 to 6:15 p.m. We will meet for the entire class time. Do not make plans to leave early on any class day. You will set your own schedules for out-of-class meetings.

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<thead>
<tr>
<th>Month</th>
<th>Date</th>
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<tr>
<td>January</td>
<td>12</td>
<td>First day assignment due</td>
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<td>January</td>
<td>19</td>
<td>Client meeting</td>
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<td>January</td>
<td>26</td>
<td>Primary research plans due</td>
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<td>February</td>
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<td>Preliminary research findings due</td>
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<td>February</td>
<td>9</td>
<td>Primary research findings due</td>
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<td>February</td>
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<td>SWOT analysis due</td>
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<td>February</td>
<td>23</td>
<td>Proposal due</td>
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<td>March</td>
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<td>Tactical outline due</td>
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<td>March</td>
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<td>MARDI GRAS BREAK</td>
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<td>March</td>
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<td>Final timeline draft due</td>
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<td>March</td>
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<td>Tactical example drafts due</td>
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<td>March</td>
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<td>Final budget draft due</td>
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<td>April</td>
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<td>Plans book draft due</td>
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<td>April</td>
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<td>April</td>
<td>20</td>
<td>SPRING BREAK/EASTER HOLIDAYS</td>
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<td>April</td>
<td>27</td>
<td>Final plans book due</td>
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<td>May</td>
<td>4</td>
<td>Client presentation</td>
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<td>Final peer evaluations due</td>
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FIRST DAY ASSIGNMENT 100 points
Your first assignment is due on the first day of class. Details are sent via e-mail before Thanksgiving, and you can find this information on Blackboard.

PROPOSAL 100 points
Each agency will develop a proposal of your proposed campaign for the semester client. It forms the basis for the first three chapters of the final plans book. The proposal incorporates information from your first-day assignments. All agency members receive the same grade on the proposal.
I recommend the proposal be submitted in a 3-ring binder.
Specifications for this assignment are posted on Blackboard/Syllabus (Proposal/Plans Book Specs). You must also read HOW TO WRITE A PR PROPOSAL AND PLANS BOOK (Blackboard/Resources).
The proposal will be graded as follows:
- content 50 percent
- following instructions 10 percent
- grammar/spelling/punctuation/AP style 20 percent
- PR instinct/acuity 10 percent
- other/miscellaneous 10 percent

WEEKLY ASSIGNMENTS 150 points
In-class and out-of-class assignments are given every week. In addition, each agency must meet outside of class for at least one hour, once a week. Each AE must turn in a written report of the agency’s work (Assignment Form, Blackboard/Forms) during that week, with projected assignments for the upcoming week and status reports on previously assigned work and meetings. Each team member is expected to participate in all team meetings and submit assignments. Each week’s meetings and assignments will be evaluated for accuracy, content and completion for up to 10 points.
It is your responsibility to ensure that your completed and upcoming assignments are listed – and initialed – on the assignment sheet each week.

PEER EVALUATIONS 50 points
Each agency member will evaluate your colleagues. Scores will be totalled and averaged to determine the grade, based on a 50-point scale. Evaluations are due the last day of class. (See Peer Evaluation Form on Blackboard under Course Material/Forms.)
Each member will be evaluated in these areas:
- participation as a part of the agency 10 percent
- participation as part of the class overall 10 percent
- responsibility for assigned tasks 10 percent
- responsibility as agency leader/member 10 percent
- ability to manage deadlines 10 percent
- professionalism 10 percent
- PR or advertising instinct/acuity 10 percent
- willingness to work WITH this person again 10 percent
- willingness to work UNDER this person 10 percent
- how you rate this person as an agency member overall 10 percent

TEACHER EVALUATION 50 points
Each student will receive a final teacher evaluation. (See Teacher Evaluation Form on Blackboard under Course Material/Forms.)
You will be graded as follows:
- participation as a part of the agency 10 percent
- participation as part of the class 10 percent
- responsibility for assigned tasks 10 percent
- responsibility as an agency member 10 percent
- ability to meet deadlines 10 percent
- professionalism 10 percent
- PR or advertising instinct/acuity 10 percent
- involvement during any special events 10 percent
- contribution to the overall campaign 10 percent
- other/miscellaneous 10 percent

FINAL PLANS BOOK 150 points
The major written project created by each agency is a final plans book. All agency members receive the same grade on the book.
This book should be appropriately bound, with all related materials bound into the book. You will submit two copies of the book: one for me, one for the client. The books should be identical. Each book should include a CD with all live and PDF files included.
Specifications for this assignment are posted on Blackboard/Syllabus (Proposal/Plans Book Specs). You must also read HOW TO WRITE A PR PROPOSAL AND PLANS BOOK (Blackboard/Resources).
The plans book will be graded as follows:
- content 50 percent
- following instructions 10 percent
- grammar/spelling/punctuation/AP style 20 percent
- PR instinct/acuity 10 percent
- other/miscellaneous 10 percent

CLIENT PRESENTATION 100 points
At the conclusion of the semester, each agency will make a formal presentation to the client. All agency members are required to participate. All members of the agency receive the same grade. (See Grade Sheets and Forms.)
The presentation should run approximately 20 minutes and include the major aspects of the campaign.
The presentation will be graded as follows:
- presentation skills 35 percent
- content/material 35 percent
- handouts/visuals 15 percent
- miscellaneous 5 percent
- overall 10 percent
Each class member will be assigned to an agency no later than the first day of class. Each agency will be led by an account executive (AE). Each agency member will be given assignments in areas of responsibility, including at least one major duty. Other assignments may be added as the campaign develops. This may require reassignments within an agency.

**ACCOUNT MANAGEMENT**

**Account Executive (AE)**
provides agency leadership to ensure all members work toward a common goal
- oversees agency’s entire campaign
- handles all communication between agency and client
- maintains professional image of agency with client
- facilitates communication among agency members
- coordinates agency assignments in class and outside meetings
- sets up and leads weekly out-of-class agency meetings
- works with any constituency attached to client
- submits weekly reports on agency activities and assignments
- meets regularly with professor to discuss agency issues
- oversees completion of final campaigns book
- oversees agency presentations

**Senior Account Manager**
provides support to agency through additional leadership and campaigns experience
- works with individual teams or team members on specific aspects of campaign as needed
- meets regularly with professor to discuss agency issues
- does not participate in creative or oral presentation of the campaign
- is not graded as a team member

**RESEARCH**

**Research Team/Director**
aversees all research elements of campaign (and is usually the Assistant Account Executive)
- works with agency members to compile research findings
- leads additional research efforts as needed to provide well-informed foundation for campaign
- assigns additional research duties as needed among agency members

**Assistant Account Executive**
assists AE in leadership role
- works with AE to develop overall strategic approach to campaign
- meets regularly with professor to discuss agency issues
- works on various teams as needed

**CREATIVE & MEDIA SERVICES**

**Creative & Media Team**
develops communication “products” needed for campaign
- generates all PR materials needed for campaign, including client video
- creates all advertising, including letters to solicit sponsorships if needed
- works with all teams to ensure materials are professional and accessible
- disseminates information needed to carry out campaign
- coordinates with AE to get client approvals as needed for execution of campaign

**Develops and maintains media information and relations**
- develops media relationships, including working with Logistics to develop media list
- directs appropriate materials to relevant media in timely fashion
- oversees all social media, including creation and communication

**Develops agency communication materials**
- creates presentation materials
- creates materials for final plans book
- works on various teams as needed

**LOGISTICS & SPONSORSHIP**

**Logistics & Sponsorship Team**
oversees physical aspects of campaign
- handles activities or events put on by agency on behalf of client
- works with Research to develop, oversee and lead focus groups or surveys or other research tactics
- handles “money” aspect of campaign for fundraisers
- works with Research to identify external support for campaign
- develops and oversees any special events or activities
- identifies and works with venues as needed
- develops and maintains all timelines and budgets, including creation and execution of RFPs
- develops media list
- develops final presentation style and oversees presentation logistics
- oversees duplication and binding of final plans books
- works on various teams as needed
GENERAL GRADING POLICIES
• Final grades are determined by adding all the semester’s points together. Points will not be averaged, nor will they be curved.
• Plagiarism will not be tolerated. Any student caught plagiarizing will receive a grade of ZERO on the project and will be dealt with through the proper university channels.

DATES & DEADLINES
• Late assignments receive a 50 percent point reduction off the top. While this course has one major project (the final plans book), interim assignments are very important and must be turned in on time to receive full credit.

SUBMISSIONS
• All projects and assignments must be submitted in catalog envelopes (9”x12”), unless otherwise specified. Do not use bubble wrap or padded mailers.
• No assignment will be accepted without an appropriate envelope (correct size with form).
• Envelopes must have a current, appropriate, completed submission form glued – not taped or stapled – to the front. (See Envelope Form on Blackboard.)
• All assignments should reflect comprehension of the topic and a clear understanding of the instructions.
• Specifications noted elsewhere in the syllabus or on handouts must be followed. Failure to follow directions will result in a lower grade.
• AEs must submit weekly assignment sheets at the end of class each week. Failure by the AE to submit assignments on time will receive a 50 percent penalty for ALL agency members on the late assignments.
• Individual projects turned in after the deadline (not submitted with the agency’s weekly envelope) will receive a 50 percent penalty for the individual agency member.

WORK PRESENTATION
• Assignments must be typed unless otherwise specified.
• Materials must be double spaced, unless specifically stated otherwise.
• Body copy type must be between 10 and 12 points in an appropriate serif font. (See Type Use Policy on Blackboard.)
• Papers should be submitted on white 20# bond, one sided, with margins no larger than 1” and no smaller than 1/2”.
• Handwritten assignments must be submitted in blue or black ink. No other color(s) will be accepted.
• Presentation counts. Be neat.
• DO NOT use plastic page protectors unless specifically approved.
• Include your agency and/or individual name on everything you turn in.
• Staple multi-page assignments. DO NOT USE PAPER CLIPS.

WRITING
• Grammar, spelling and punctuation must be accurate and reflect professional standards.
• We follow AP Style, unless otherwise specified. Failure to use AP Style will result in a lower grade. AP Stylebooks are available in the bookstore.

ASSIGNMENT GRADE VALUES
First day assignment 100
Proposal 100
Weekly assignments 150
Peer evaluations 50
Teacher evaluation 50
Final plans book 150
Final client presentation 100
TOTAL 700

GRADING SCALE

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<tr>
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<th>percentage</th>
<th>points</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100</td>
<td>651-700</td>
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<tr>
<td>B</td>
<td>83-92</td>
<td>581-650</td>
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<td>C</td>
<td>71-82</td>
<td>497-580</td>
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<td>D</td>
<td>61-70</td>
<td>427-496</td>
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<td>F</td>
<td>&lt; 61%</td>
<td>&lt; 427</td>
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By March 4, you will receive written feedback on your performance in this class.